

2020–2025 STRATEGIC PLAN

BLOOMINGTON ARTS COMMISSION

STATEMENT OF PURPOSE

Established in 1980, the Bloomington Arts Commission is a liaison between the arts community and the City and provides a means for the City of Bloomington to connect with its citizens by engaging the community, providing resources and education, and connecting its constituents while coordinating grants and public art. The City of Bloomington recognizes that arts and culture are an integral part of the quality of life and community enrichment and outreach. The City has a responsibility to foster an environment conducive to arts access, engagement, and participation for all members of the community, primarily focusing on equity throughout City constituents.

VISION

Our vision is for a thriving, collaborative, and interdisciplinary cultural community that possesses a variety of resources, spaces, and pathways to support the creative activities of Bloomington artists and the enrichment of those who seek out the arts. We imagine the arts as a means toward social and self-awareness, a catalyst to foster local culture, a facilitator to give voice to a diversity of ideas, a medium to establish a unique sense of place, a catalyst to foster creativity from the community, and a mechanism to contribute to Bloomington as a first-class destination for artists and patrons of the arts.

MISSION

Our mission is to provide leadership by and for the City of Bloomington to support and promote the arts and artists, recommend policies and programs that develop and promote creativity and artistic excellence in our community, and serve as liaison between the government, artists, arts organizations and the public.

We believe in:

- The intrinsic value of the arts
- The integration of art into everyday life
- The principles of inclusion, diversity, equity, and accessibility in our programs
- The value of community collaborations, alliances, and partnerships
- The active enrichment of community engagement and outreach

EXECUTIVE SUMMARY

The Bloomington Arts Commission (BAC) is structured to support and enact arts and cultural initiatives for the City of Bloomington, IN. The BAC's audience includes the general public, elected officials, local arts organizations, local artists, and national and international artists. The key areas of activity the BAC focuses efforts on include management of the 1% for the Arts Program, public art within city limits, the Grants for the Arts Program, and arts advocacy, guidance, and engagement opportunities for artists, arts organizations, and citizens at large. Through community volunteers, City of Bloomington staff hours, partnerships, and private support, the BAC creates a strong foundation for the arts and cultural sector to thrive in Bloomington, IN.

OUR CORE OBJECTIVES: CONNECT. GUIDE. ENABLE.

In its most fundamental form the BAC seeks to connect, guide, and enable the arts whilst working with the City of Bloomington, IN, artists, arts organizations, and citizens at large.

CORE OBJECTIVES BY ACTIVITY

PUBLIC ART

- Oversee the 1% for the Arts Program
- Grow, maintain, and diversify the public art collection of the city
- Guide and oversee the Public Art Masterplan
- Foster local and emerging artists
- Introduce national and international artists to the Bloomington community through collaborative projects with local artists and fabricators

GRANTS

- Manage the Grants for the Arts Program:
 - ◆ Provide Operational Support to Arts Organizations
 - ◆ Provide Project Support to Arts Organizations and artists
- Advocate for increased funding
- Support the Bloomington Urban Enterprise Association with the Art Project Grants
- Provide resources on best practices for grant writers
- Connect local artists and arts organizations with other grant opportunities on a local and State level

SUPPORT

- Advise the city on possibilities for supporting and expanding programs, policies, and events for the arts
- Work with other commissions in the city for the greater good of arts, culture, sustainability, transportation, and overall quality of life for the citizens we serve
- Encourage collaboration and support among local arts organizations
- Provide recognition for a job well done (high quality, community engagement, IDEA, board of directors' awareness, etc.)
- Maintain an index of individual artists and local fabricators that can collaborate with one another on various projects and proposals
- Maintain partnerships with CDFI Friendly Bloomington and connect/support artists with the organization when needed

OUTREACH

- Guide and oversee cultural efforts for the good of the city, as undertaken by other groups [Arts Forward Bloomington, Arts Alliance of Greater Bloomington, etc.]
- Engage and collaborate with local arts institutions

OBJECTIVES INTRODUCED IN 2020

- Work more closely with the City of Bloomington to align our objectives with City goals
- Maintain a strong social media presence and update resources via the BAC website to create a more transparent and interactive user experience
- Increase engagement and collaboration with local arts organizations
 - ◆ Hold quarterly meetings, in-person or via Zoom, with group leaders and BAC chair to align goals, support each other, and keep everyone accountable for promises and efforts
 - ◆ Host a series of sessions in which artists and arts organizations can discuss the various challenges and needs of their professions
 - ◆ Encourage and promote inter-organizational cooperation and resource sharing in the arts
- Explore ways to connect with and support new and emerging artists, including youth
- Identify, encourage, and support artists of color and artists from other unrepresented and underrepresented groups
- Solicit, enable, and present a community voice for pending as well as unforeseen changes that may occur in the next few years [such as COVID, the Waldron, Bloomington Hospital site, Convention Center, etc.] in all matters of the arts
- Become a resource for local art advocacy that citizens, arts organizations, and others can refer to in order to advocate for increased local arts funding, arts representation in new City initiatives and urban planning projects, and regional advocacy to support IAC efforts.